

Festiva Hospitality Group held its 2010 Festiva Charitable Fund Golf Tournament on Tuesday, Sept. 22, at the Wachesaw East golf course in Murrells Inlet, S.C., also the home of Festiva's Ellington at Wachesaw East resort. The tournament turned out to be a huge success with nearly \$40,000 raised through sponsorships, player registrations, raffle ticket sales and other donations.

With a 10 a.m. shotgun start, 20 teams of four (78 players total) set out for a day full of competition, fun and charitable giving. The players, whose registration fees accounted for \$8,000 of the total amount raised, included Festiva employees from various departments at the corporate office and several resorts, as well as individuals from sponsors and affiliate companies, both local to Myrtle Beach and from across the nation.

Volunteers from Festiva's corporate headquarters assisted with registration starting early in the morning and then made rounds during the tournament selling raffle tickets, taking photos and supplying players with beverages. Volunteers helped raise \$2,000 through raffle ticket and Mulligan sales.

Tom Garber, a long drive professional in Myrtle Beach, S.C., and a three-time RE/MAX World Long Drive Championship finalist, offered his long drive talents at the tournament as an additional fundraiser. He was stationed at one of the holes and took donations in exchange for a drive on one of the longest tees. ? donated the most amount of money for Mr. Garber's drive and the pro in turn donated ? to the Festiva Charitable Fund.

At the conclusion of the tournament an awards ceremony was held during which the raffle prizes were drawn and the winning team was announced. Players on the winning team with a total score of 56 were James Fender, Greg Pali, Joe Long and Buddy Peoples.

The tournament truly would not have been a success without the generous sponsors, with \$27,000 of the total amount raised coming from these 14 businesses and individuals. There were four levels of sponsorship ranging from \$100 for a Hole sponsor to \$5,000 for a Platinum level sponsor. Three Platinum level sponsors were RCI, Interval International, and Festiva's own Butch Patrick. Silver Plus sponsors were I.C.E. Gallery and Sun Hospitality Services.

Silver sponsors included Colebrook Financial Company, CSA Travel Services, Meridian Financial Services, RBC Bank and Webb Insurance. Hole sponsors were Farrow Commercial Construction, McGuire, Wood & Bisette Law, Justice-Crews Insurance Agency, and Constangy, Brooks & Smith Law Firm. Allegra Print & Marketing of Asheville was kind enough to donate all of the signs and banners featuring the sponsors' names.

All of the proceeds from the tournament will go directly to the Festiva Charitable Fund, a flexible endowment fund that began in 2006 with the intent of providing permanent charitable resources for all the communities where Festiva is located. The primary focus of The Fund is to promote education for our youth and eliminate poverty in our communities. This charitable fund has also been used to respond to extraordinary global events. Each year, the Festiva Charitable Fund committee chooses organizations to benefit from the fund based on suggestions from employees and members in Asheville and Festiva's resort destinations.

The Fund has donated to the following organizations:

- [Trust for Public Land](http://www.tpl.org), a “national, nonprofit, land conservation organization that conserves land for people to enjoy as parks, community gardens, historic sites, rural lands, and other natural places,” as stated on their website, www.tpl.org.
- [Helpmate](#), an Asheville organization that has dedicated 30 years to being the primary provider of crisis services to victims of domestic abuse and their children. Helpmate provides safety, shelter, counseling, advocacy and education to assist victims of domestic violence and help prevent it in the community.
- [The Boys & Girls Club of Coastal Carolina](#) in Atlantic Beach, N.C. This organization was special to us not only because it offers many valuable programs to local children, but also because an employee and an owner at Peppertree Atlantic Beach both work closely with the organization.
- [Camp Kemo](#) in the Myrtle Beach area where Festiva has the highest concentration of properties. This annual weeklong summer camp for children ages 5 – 18 is funded solely by donations, and is free for children with cancer and one of their siblings or friends.
- [American Red Cross-Asheville-Mountain Area](#) for Haiti Relief. A company-wide effort over several months gathered donations from employees and resort guests to send relief to Haiti in the wake of the January 2010 earthquake.

The Festiva Charitable Fund is managed by The Community Foundation of Western North Carolina, a nonprofit organization dedicated to promoting and expanding philanthropy. For more information on Festiva Hospitality Group, Inc., the Charitable Fund or The Community Foundation of Western North Carolina, visit www.festiva.travel or www.cfwnc.org.